

# **WINSTON Launch/1997 Workplan Overview**

51854 4161

## WINSTON Launch/1997 Promotion Workplan Overview

### Index

- 1997 Brand Objectives..... Page 1
- July - December 1997 Workplan Summary..... Page 2
- VAP Ship To Retail Dates ..... Page 3
- POS Changeover Objectives ..... Page 4
- Full-Price Display Objectives ..... Page 5
- POS/Display Changeover Guidelines ..... Page 6-8
- CAMEL/WINSTON Retail Presence Guidelines..... Page 9-10

51854 4162

**1997 Brand Objectives are:**

- Successfully Launch WINSTON No Bull
- Grow CAMEL (+ .6 share of market)
- Grow DORAL (+1.73 share of savings)
- Defend SALEM (defend current volume/share until repositioning is established)

While the WINSTON Launch is a top priority, we must also achieve our objectives on CAMEL, DORAL and SALEM. Planning and execution will be key factors in successfully achieving the objectives of the WINSTON Launch as well as achieving our other objectives.

**We must balance our workplan objectives in order to maintain our momentum on CAMEL and DORAL, protect SALEM and successfully launch WINSTON!**

## July - December 1997 Workplan Summary

Confidential

	July	August	September	October	November	December
WINSTON		B2G2F	B2G2 Lighters	B2G Hat		Premium TBD
CAMEL	B2G2F	B2G T-Shirt		B2G2F	B2G2F X----->	
DORAL	B2G Flashlight		B2G1F		B2G1F X----->	
SALEM	←-----SALEM 30¢ Sniped Product----->					
DPC	←----- * WINSTON, CAMEL, DORAL, SALEM, CAMEL Menthol----->					
Supermarket Carton			D		D	
Cigarette/ Tobacco Store		W	D		D	W
Cigarette Outlet Pack	D				D	
Pricing	←----->					

**NOTE:** VAP delivery dates for all WINSTON promotions should be the first week of the promotion month. You have the flexibility to stagger VAP delivery date of the second promotion in a given month.

\* WINSTON DPC will begin in August.

### VAP Ship To Retail Dates

Lock in the first week of each month to ship promotions from direct accounts to retail outlets. Utilize additional weeks as necessary for multiple promotions. (All WINSTON promotions should be shipped the first week of each promotion period.)

April	May	June	July	Aug	Sept	Oct	Nov	Dec
3/31 - 4/4	5/5 - 5/9	6/2 - 6/6	6/30 - 7/4	8/4 - 8/8	9/1 - 9/5	9/29 - 10/3	11/3 - 11/7	12/1 - 12/5

- Beginning in July, multiple national pack promotions are scheduled for each month. It is critical that you lock in VAP ship to retail dates in all applicable direct accounts.
- Remember to:
  - Clearly communicate all VAP promotions.
  - Educate all appropriate direct account personnel on proper procedures (utilize quarterly Wholesale Partners Packing instructions).
  - Ensure timely execution.

## POS Changeover Objectives

- WINSTON - Complete a full workplan changeover in August for No Bull WINSTON.
  - WINSTON No Bull POS should be prominently placed in all calls.
  - WINSTON POS may be primary or secondary based upon your region priorities. Refer to the chart on Page 8 for primary WINSTON vs. CAMEL POS regions.
- CAMEL - Changeover from CAMEL Menthol to Base CAMEL should be complete by end of April.
  - CAMEL primary POS regions (6 ½): Changeover CAMEL Primary POS. Retain WINSTON POS until August changeover.
  - WINSTON primary POS regions (13 ½): Changeover CAMEL Secondary POS. Retain WINSTON POS until August changeover.
- DORAL - Changeover all existing DORAL POS to new copy beginning in May.

**NOTE:** The proper POS balance between WINSTON and CAMEL is critical in achieving our objectives on both brands.

### Full-Price Display Objectives

- Maintain display presence for WINSTON and CAMEL in all calls.
- Based on opportunity in priority menthol outlets, maintain display presence on SALEM.
- In retail stores where we have two full-price footprints, CAMEL is the designated brand in the primary position.
- In retail stores where we have only one full-price footprint, either WINSTON or CAMEL will be primary depending upon priority by region. See Page 8 for details.
- Exceptions to the above may exist on a call-by-call/sub-geography basis depending upon business opportunity.

**NOTE:** The proper display balance between WINSTON and CAMEL (and SALEM where applicable) is critical in achieving objectives on our full-price brands .

---

## Full-Price POS Changeover Guidelines

CAMEL Primary POS

(N. California, S. California, Seattle, Chicago, Minneapolis, Denver, Cincinnati Northern Zone)

---

### August

#### PCD

- Where 2 PCDs - Changeover WINSTON PCD
- Where 1 PCD - Changeover WINSTON POS on PCD (Secondary)
- No CAMEL PCD Changeover at this time.

#### POS

- CAMEL (Primary) - No Changeover at this time
- WINSTON (Secondary)- Changeover All POS

#### NOTES:

- 1) Primary vs. Secondary pieces driven by location and types of fixtures/PDI in store.
- 2) Exceptions may exist on a call-by-call/sub-geography basis.

51854 4168

---

## Full-Price POS Changeover Guidelines

### WINSTON Primary POS

(Boston, New York Metro, Philadelphia, Buffalo, Pittsburgh, Cincinnati-Southern Zone,  
Winston-Salem, Atlanta, Florida, Dallas, Richmond, Houston, Detroit, St. Louis)

---

#### August

#### PCD

- Where 2 PCDs - Changeover WINSTON PCD
- Where 1 PCD - Changeover WINSTON POS (Primary)
- No CAMEL PCD Changeover at this time.

#### POS

- WINSTON (Primary) - Changeover All POS
- CAMEL (Secondary) - No Changeover at this time

#### NOTES:

- 1) Primary vs. Secondary pieces driven by location and types of fixtures/PDI in store.
- 2) Exceptions may exist on a call-by-call/sub-geography basis.

51854 4169

## Primary Display/POS Guidelines

Region		1 Display Primary	2 Displays Primary	Workplan POS Primary
Boston	1100	WINSTON	CAMEL	WINSTON
New York	1200	WINSTON	CAMEL	WINSTON
Philadelphia	1300	WINSTON	CAMEL	WINSTON
* Buffalo	1600	WINSTON -	CAMEL •	WINSTON •
Pittsburgh	1700	WINSTON	CAMEL	WINSTON
Cincinnati (Southern Zone)	1800	WINSTON	CAMEL	WINSTON
Cincinnati (Northern Zone)	1800	CAMEL	CAMEL	CAMEL
Winston-Salem	2100	WINSTON	CAMEL	WINSTON
Atlanta	2200	WINSTON	CAMEL	WINSTON
Florida	2300	WINSTON	CAMEL	WINSTON
Dallas	2600	WINSTON	CAMEL	WINSTON
Richmond	2900	WINSTON	CAMEL	WINSTON
N. California	5100	CAMEL	CAMEL	CAMEL
S. California	5400	CAMEL	CAMEL	CAMEL
Seattle	5600	CAMEL	CAMEL	CAMEL
Houston	5800	WINSTON	CAMEL	WINSTON
Chicago	6200	CAMEL	CAMEL	CAMEL
Minneapolis	6300	CAMEL	CAMEL	CAMEL
Denver	6600	CAMEL	CAMEL	CAMEL
Detroit	6700	WINSTON	CAMEL	WINSTON
St. Louis	6900	WINSTON	CAMEL	WINSTON

NOTE: Exceptions may exist on a call-by-call/sub-geography basis depending upon business opportunity.

## CAMEL/WINSTON Retail Presence Guidelines

Primary Objective: Utilize a balanced approach at retail to maintain CAMEL's momentum while launching the new WINSTON message.

### In-Store Signage

- OPMs and Y-Signs
  - Brand focus should reflect brands by Region as listed under 1-FPD guideline *Winston*
- 8-Column OPM Sign
  - Feature brand not in main OPM
- Pasters/Price Signage
  - Should be used to support both brands with a balanced approach
- Other Signage
  - Use to balance CAMEL/WINSTON presence

## **CAMEL/WINSTON Retail Presence Guidelines**

### **Window/Door**

- Decals should maintain the same focus as current PDI guidelines
- Utilize pasters to add impact to WINSTON message and CAMEL promotional efforts

### **Permanent PDI**

- Current PDI Region priorities should remain in effect; maintain CAMEL PDI currently on location
- Add WINSTON elements to current; do not remove current CAMEL PDI

### **Pricing Strategies**

- During WINSTON launch, focus should remain on maintaining the proper pricing levels on CAMEL